

INTISARI

Investasi dilakukan dengan tujuan memperoleh keuntungan sesuai dengan yang diharapkan. Oleh karena itu, untuk mengatasi tujuan tersebut perusahaan harus meningkatkan nilai perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE) *Earning Per Share* (EPS) terhadap harga saham pada perusahaan jasa transportasi penerbangan PT Garuda Indonesia Tbk. Periode penelitian yang menggunakan data keuangan triwulan selama 2011-2015.

Metode analisis data menggunakan analisis Regresi Linier Berganda dengan hasil penelitian yang menunjukkan bahwa secara parsial *Return on Assets* (ROA) pengaruh positif signifikan terhadap harga saham, secara parsial *Return on Equity* (ROE) berpengaruh negatif tidak signifikan terhadap harga saham, serta *Earning Per Share* (EPS) berpengaruh positif signifikan terhadap harga saham.

Bagi para investor yang hendak melakukan investasi di pasar modal hendaknya menjadikan *Return On Assets* (ROA), *Return On Equity* (ROE), *Earning Per Share* (EPS) sebagai acuan dalam pengambilan keputusan investasi.

Kata Kunci : *Return On Assets* (ROA) , *Return On Equity* (ROE), *Earning Per Share* (EPS) dan harga saham.



ABTRACK

Investment has been conducted with the purpose to reach the profit which meet the expectation. Therefore, to achieve the goal these company should increase the firm value. This research is meat to find out the influece of Return on Asset (ROA), Return on Equity (ROE), Earnings per Share (EPS) to the stock price at aviation transport service company of PT. Garuda Indonesia Tbk. The research period uses quartely financial in 2011-2015 periods.

The data analysis method has been carried out by using multiple linear regressions and the result of the research shows that partially the Return on Asset (ROA) give significant and positive influence to the stock price, Return on Equity (ROE) does not give any significant and negative influence to the stock price.

It is recommended to the investors who want to invest their capital to the capital market should make Return on Asset (ROA), Return on Equity (ROE), Earning per share (EPS) as the guidelinies in the making of investment decision.

Keywords : Return on Asset (ROA), Return on Equity (ROE), Earning per share (EPS) and stock price.

